

A person is captured mid-dive, upside down in the air, entering a body of water. In the background, a city skyline with various buildings and a church spire is visible across the water. The sky is clear and blue. The overall scene conveys a sense of freedom and adventure.

THE NO-NORMAL



Introducing the most unexpected travel trends of 2023. Expedia delved into a vast bank of traveller data and surveyed thousands of people across 17 markets* to uncover a global shift in mindset. The coming year of travel will be like no other.

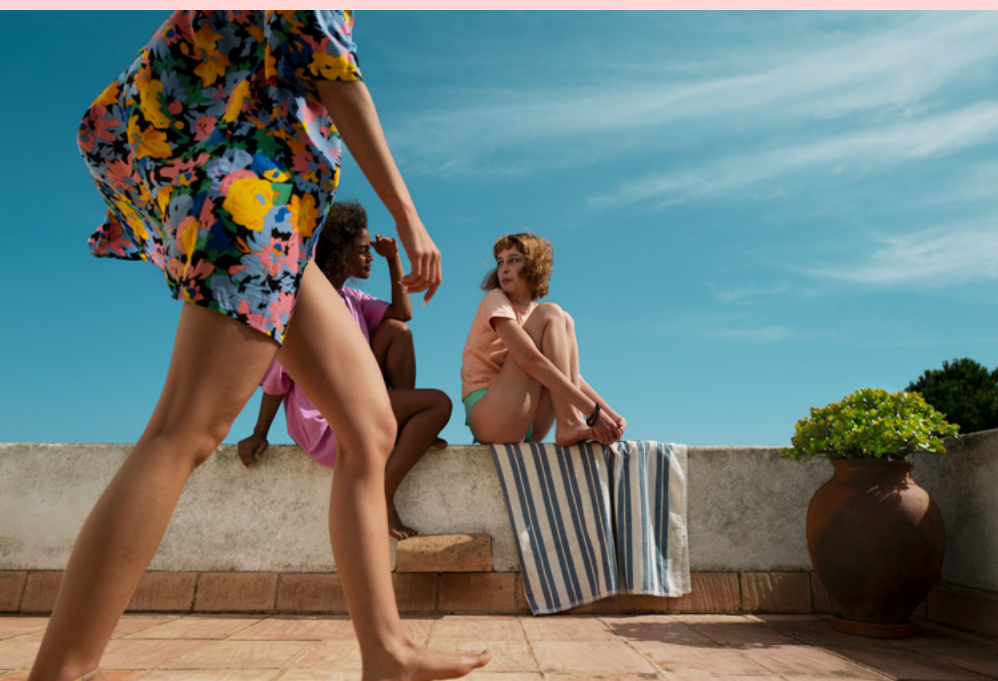
The past few years saw travellers worldwide adjusting to a series of new normals. They spent seasons inside, then sought the great outdoors. They jumped at the chance to reconnect with loved ones in person as soon as possible, then made up for lost time with extravagant bucket list trips.

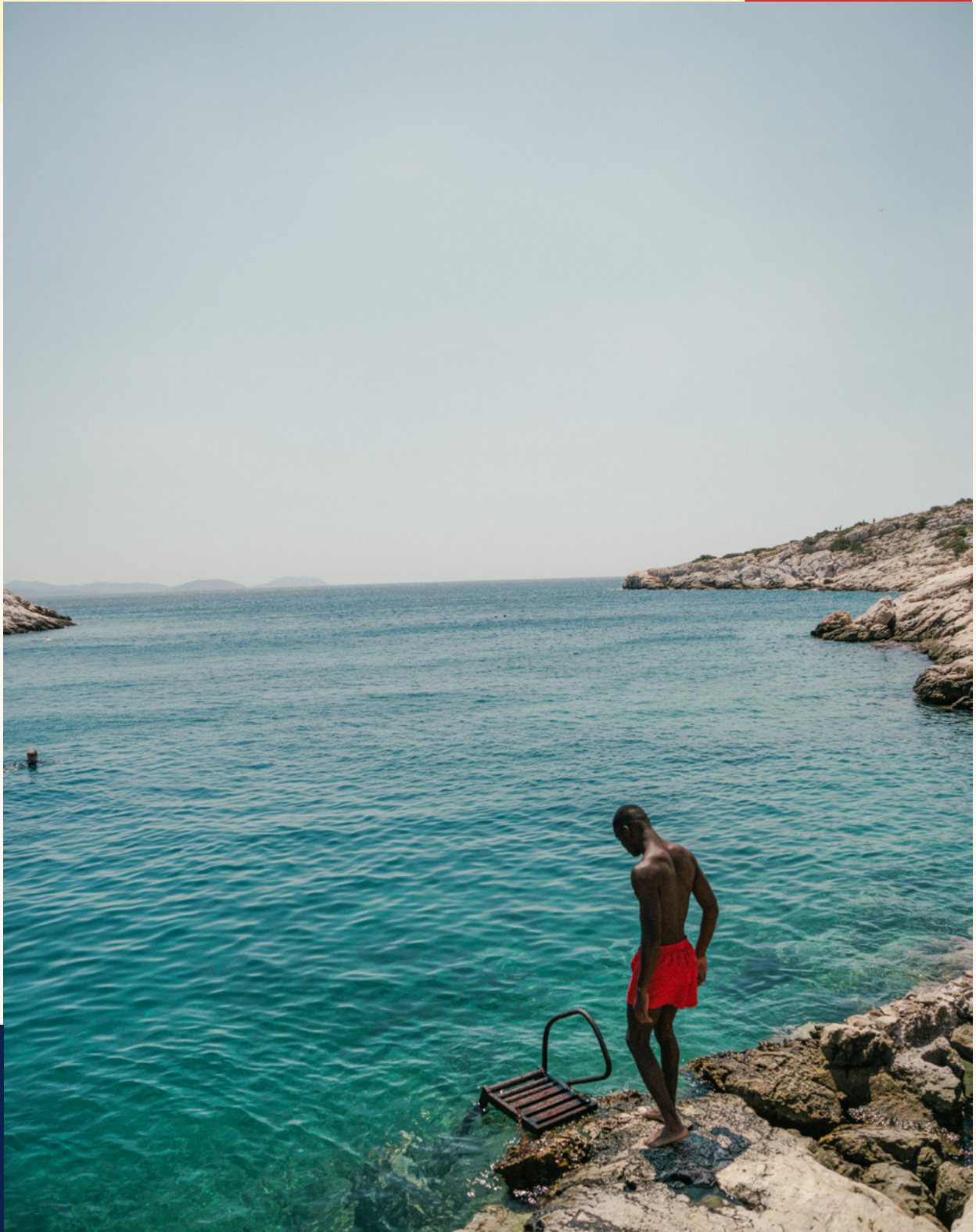
In 2023, travellers are ditching the conventional and veering off course for all-new experiences. Prepare for the year of the no-normal.

Now, travellers are tired of compromise and ready to experience an array of destinations, be influenced in new ways, and book what they want when they want it. There will be no “one size fits all” approach.



“When we look at Expedia data, we see a detailed and robust picture of travel into 2023,” said Jon Gieselman, president of Expedia Brands. “We’re seeing a surge in trips to culture capitals and the rise of TV-inspired tourism – not a new normal but people branching out to unexpected trends in what we’re calling the ‘no normal.’”





Travellers are ready to enjoy the hustle and bustle of cities and experience urban vibes. Crowded pubs, open-air markets, and dazzling lights await vacationers who are ready to be at the heart of culture and action.

Among the world's cultural capitals are cities rich with unforgettable experiences and celebrations. Visit Edinburgh to enjoy the world's largest arts and media festival or Sydney to celebrate WorldPride, coming to the city for the first time in February 2023.

Culture Capitals



Global data from Expedia.com reveals the cultural capitals to see in 2023:

1. Edinburgh, Scotland
2. Lisbon, Portugal
3. Tokyo, Japan
4. Dublin, Ireland
5. New York, USA
6. Sydney, Australia
7. Dubai, UAE
8. Montreal, Canada
9. Munich, Germany
10. Bangkok, Thailand

Based on global lodging demand and interest on Expedia, comparing data for travel spanning 2021 – 2023 to identify the fastest-growing destinations as of September 30, 2022.



Set-Jettters Turn to TV Tourism

Adventure-seekers are turning to captivating TV locales for their next-big-trip inspiration. Get ready for the Set-Effect.

Two-thirds of global travellers have considered and 39% have booked trips to destinations after seeing them on streamed shows or movies. Advice from friends and family topped streaming services by only 2% as the most influential source of travel inspiration.*

Top TV-Inspired Destinations

- Sweeping landscapes from famous fantasy thrillers are inspiring New Zealand adventures, though hobbit and elf sightings are unlikely.
- Travellers are ready to make their own formal entrances into British society as historical TV dramas increase interest in Great Britain and its host of stately homes.
- Stunning resort sets, minus questionable hotel managers, have people eager to see Hawaii.
- Lively cosmopolitan scenes are inspiring trips to Paris and New York. Budding romances with beautiful locals are optional.



Expedia's Air Hacks

Take the guesswork out of booking 2023 air travel with Expedia's Air Travel Hacks. These data-backed flight tips can help Singapore travellers save time and money:

- Best day to book: Sunday.
- Best lead time for flights: Four to six months in advance.
- Best day to depart: Thursday.

Travel in 2023 will be about saying “no” to normal, breaking routines, and searching for experiences without compromises. Whether travellers book quirky getaways, fly to events in farflung city centres, or host the best chef’s table overlooking sweeping vistas, they will no longer be adapting to the next new normal. They will be creating their very own status quo.

A person wearing a tan trench coat and white sneakers is holding a large, unfolded map in front of a historic building with arched windows. The map is held up with both hands, and the person's face is obscured by it. The background shows a cobblestone street and the facade of an old building with multiple windows and arches.

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*Third-party research was conducted on behalf of Expedia Brands by OnePoll, a global strategic research firm. The survey was conducted online from September 22 – October 14, 2022, across North and South America, Europe, and Asia-Pacific using an amalgamated group of best-in-class panels. The study was conducted among 24,000 respondents across 17 markets, amongst adults who are planning domestic or international travel in the next 36 months.

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